

CANADIAN MOVING PICTURE DIGEST

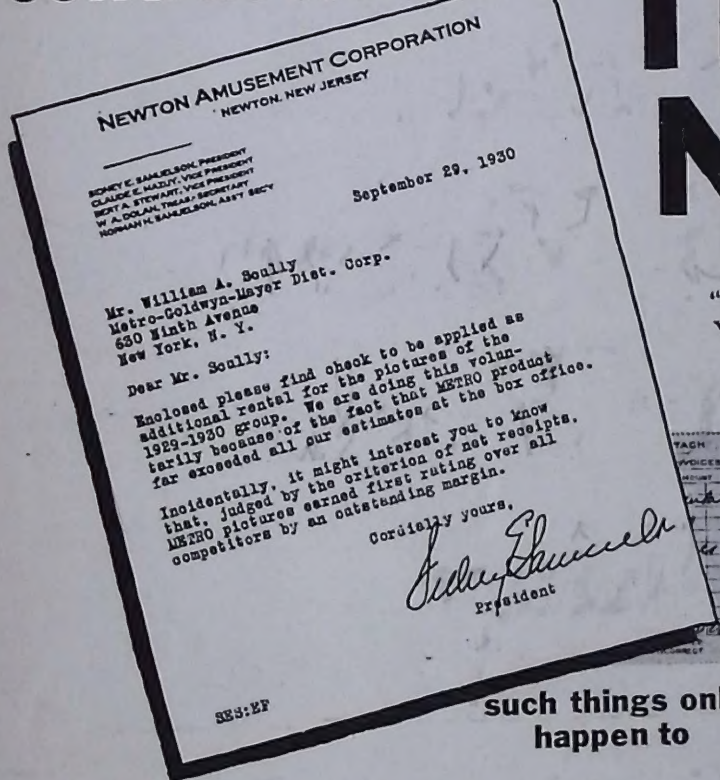
Vol. 22, No. 25

TORONTO 2, CANADA

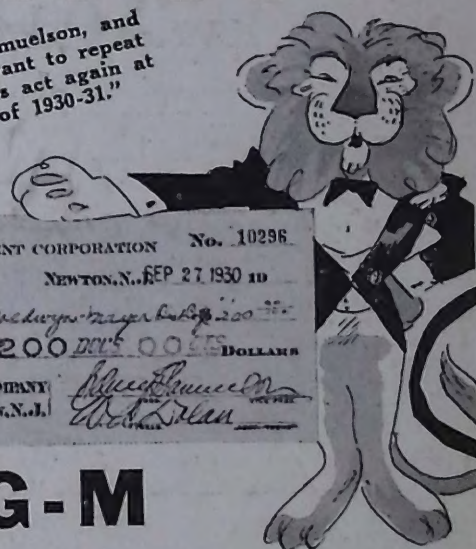
October 18th, 1930

When an exhibitor pays more than he
contracted for—

THAT'S NEWS!



"Thanks, Mr. Samuelson, and we think you'll want to repeat this generous act again at the end of 1930-31."

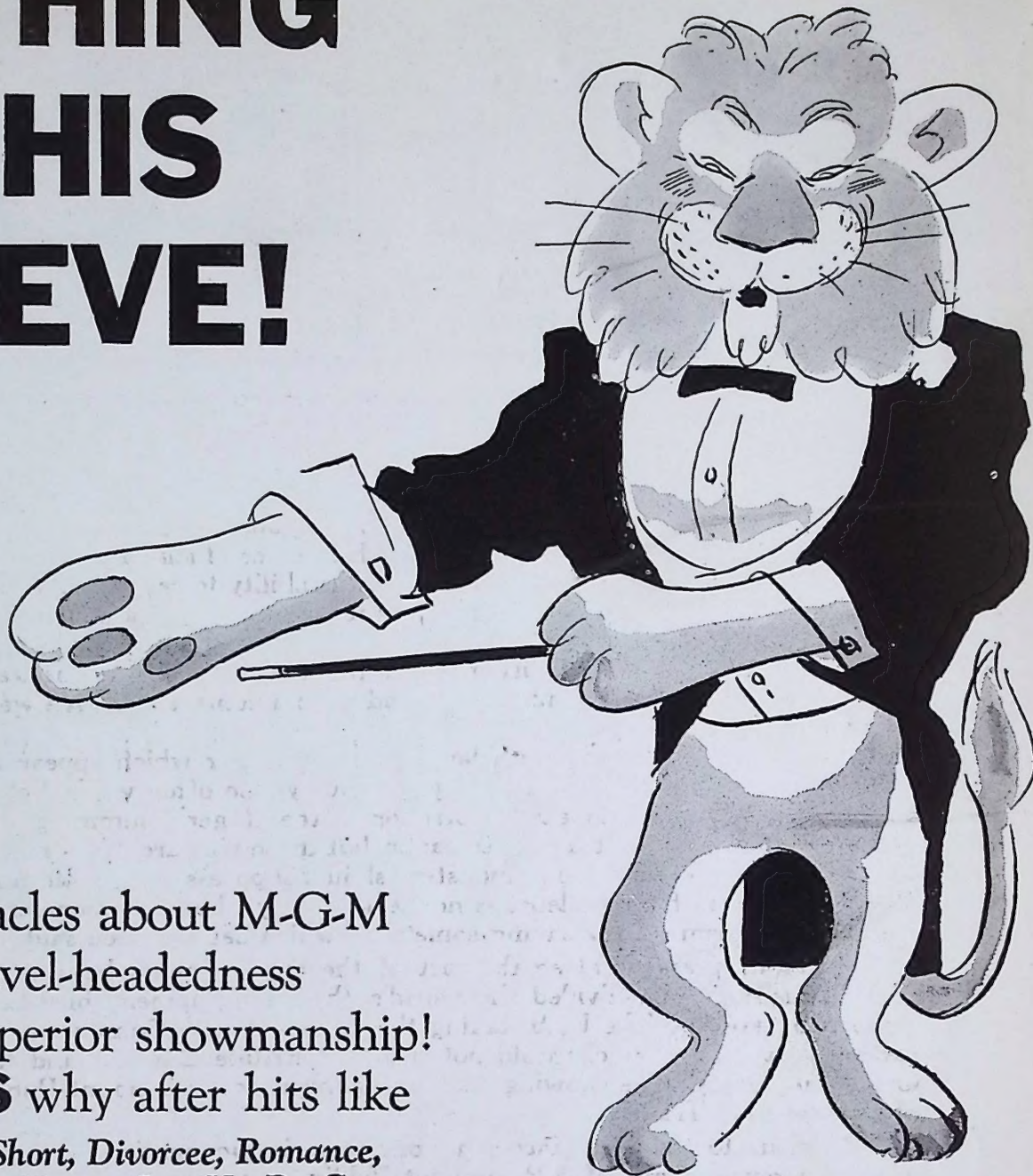


such things only
happen to

M-G-M

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

NOTHING UP HIS SLEEVE!



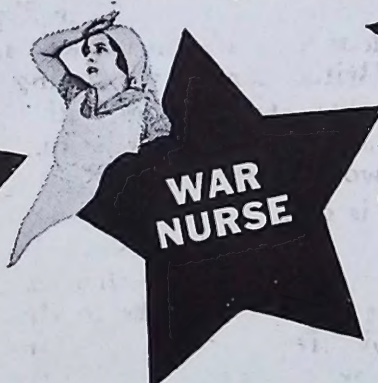
NO miracles about M-G-M
JUST level-headedness
AND superior showmanship!
THAT'S why after hits like

*Caught Short, Divorcee, Romance,
The Big House, Let Us Be Gay
and a flock of others.*

M-G-M follows through with



"A box-office wow if there ever was one."—HOLLYWOOD REPORTER



"Best of year. Superb. Destined for long runs."
—HOLLYWOOD REPORTER

"War Nurse a knock-out. Oil up the b. o. cash register. It's going to heat up with this one. Surefire!"
—M. P. NEWS



"King Vidor's epic of the West is something to look forward to."



"John Gilbert comes through with flying colors."
—HOLLYWOOD REPORTER

"Comedy and action galore. To Gilbert goes the credit."
—M. P. NEWS



"Criterion, Los Angeles
Healthy trade. Getting strong word of mouth."
—VARIETY

"Madam Satan over big at Criterion."—M. P. NEWS

M-G-M
Year In and Year Out!

Canadian Moving Picture DIGEST

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Exhibitors

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RAY LEWIS

Editor and Managing Director

Vol. 22, No. 25

TORONTO 2, CANADA

October 18th, 1930

Will Roger's Diplomacy



THE U. S. Industry had an ambassador without portfolio in Will Rogers, who travelled around the world, getting acquainted with various peoples, and making them like this typical American and his American ways. Rogers has a prodigious sense of humour and that superlative necessity, which some official diplomats and picture magnates lack, the ability to say the right thing at the right time, or to remain silent; and also the ability to sense his nation's limitations.

Rogers states in his amusing, but forceful way, "send us Americans to fight, we're wonderful fighters, but don't send us to a conference. We went to Nicaragua and lost our shirt."

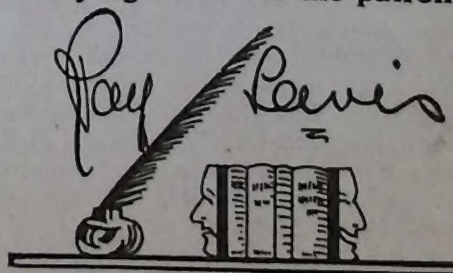
The audience "rocked with laughter," a laughter which appeared to give a wholesome consent to such an analysis; and ever so often we find statements in the U. S. press, which appear to corroborate the Roger's summing up. Now a lack of diplomacy is not a misdemeanor, but those who are deficient in this quality, I am here referring to our Industry, should suppress their desire to be "smart alecks" and even if their silence is noticeable, they should remember that they cannot be condemned for saying something which has not been said.

First our press heralded the fact of the arrangements between the U. S. and Germany, which divided the world's theatre equipment business between these two nations. The U. S. taking the various British Dominions. This broadcasting of a treaty which could not help but irritate England and the Dominions, who already were showing open antagonism to Paramount-Publix control of Empire Film Trade.

Previous to this announcement, our press, in commenting upon the appointment of a representative for Paramount-Publix, in connection with its control of Famous Players, announces a "Boston Tea Party," another angle of irritation!

Then we have the announcement of the Canadian Government Investigation in which the Canadian Government is likened to a "barker" and Canadians called "natives who applaud this patriotic manoeuvre." Following we have headlines that four hundred theatres in India prefer American films, this at a time when England is having such a problem to handle in India; and is incensed because some scenes have been shown in British territory showing English soldiers brutally handling India's subjects and other evidences of India's revolt. If this matter was not already a subject of annoyance and discussion, it would not be so serious, but why pour salt upon the wounds of American-film irritation?

The feeling throughout the trade is one of fair competition, and the angle of world film control is centralized only with one company, Paramount-Publix, the influence of which company appears to be so anti-British, that our trade press in general, but with some notable exceptions, caters to this company in its attempts to be anti-British because this press is currying favor for the patronage of Paramount-Publix. Let the other producers and distributors take cognizance of this situation and force such a line of conduct as will restore the good-will of the American Film Industry throughout the world, and also ensure its future foreign trade.



RAY



RAY LEWIS

PRESENTS

I HAVE seen "Loose Ends," another British International, it is just as unusual, as "Atlantic" but in quite a different way, "Loose ends" will create talk also, but it must be presented just as it is. Any eliminations will remove from it the tremendous daring of its theme; and the element of surprise which this occasions, and upon which hangs the great moral of its presentation.

Briefly the story deals with a University graduate, who marries a stage celebrity. There is a great deal of mystery about the young man, whom this celebrity has "discovered" and taken unto herself.

HER SET is rather a fast-stepping one. Men and women with a hard-boiled philosophy, and not many illusions in respect to love and marriage. However, the marriage is consummated; and then the friends seek to discover who the husband really is, the interest being mainly the discovery of good newspaper copy, for the newspaper sleuths.

It develops that the young man, played by Owen Nares, of English histrionic fame, has served a term in prison for the murder of his sister's seducer. Headlines in the press, threats of a divorce, all manner of compromise out of the scandal difficulty is offered, including ways and means of feminine co-operation in presenting the legal requisite for a divorce. But it all ends happily for hero and heroine, since the apparent justification for the murder convinces the stage celebrity that the husband she has taken for better or for worse, is much better than the best of her male friends, even at his worst!

THE LANGUAGE and the situations are "right from the shoulder," as it were. The truth is never a "pretty, nor weak sister" of humanity. We know the old adage, "truth crushed to earth will rise again, the Eternal Years of God are hers." So it is in "Loose Ends." The truth, nothing but the truth; and the shock of its impact makes you sit up suddenly, and wonder can we humans stand such truth?

There is this to be said about the truth of "Loose Ends," there has been no attempt to capitalize on its sex value. It is there, accepted in its English way and presented in an English way, and it is because of this English method of presentation that we Canadian-Britishers will find the truth of "Loose Ends" soul-reaching and mind wracking, but we will take our medicine towards a new and more wholesome, a much saner and fairer morality, and we will like it.

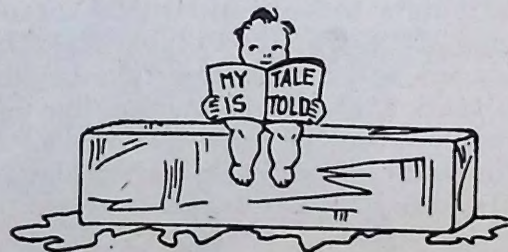
"BLUSHING BRIDES," with Joan Crawford, the Metro-Goldwyn-Mayer feature which opened Loew's new policy in Toronto, of big pictures only, reminds one in a way of the productions Cecil De Mille at one time produced, when the fashionable angle of the silent film had such a popular appeal and Gloria Swanson became the fashion.

As for the story, three salesgirls in a big department store, are ambitious to step out of their environment. The first one selects a good-looking bounder, who throws one hundred dollar bills about with a "keep the change air," and marries our "cutie," only to land her behind prison bars, as this "great catch" happens to be well-known in "Crookland" and to the police. Dorothy Sebastian plays this part as if it were written for her. The other girl, played by Anita Page, is also excellently cast, she believes the son of the rich owner of the shop, when he tells her all that matters is love, with a ring, or without a ring, but when one of his own set, insists upon the ring; and he gives it to her, the first love fades out of the picture with the aid of some poison; and we find another example of "Love's young fire," turned to ashes.

THE THIRD girl, as played by Joan Crawford, has a philosophy all of her own. She has observed, if not experienced life; and the only love which looks good to her is the one which has the seal of respectability stamped upon it. As a consequence she "gets her man" with wedding bells. Joan Crawford is well cast in this part which gives her an opportunity for some fine emotional scenes; and for the display of garments of all kinds.

Muchly dressed and muchly underdressed, Joan is thin, very thin, but nevertheless alluring. As for "Blushing Brides," we did not notice either of the brides overcome by blushes, but since we had an opportunity of several inviting close-ups of these ladies, with and without; and we found no occasion to blush, it's a good idea and an excellent title!

THE GIRLS will love it, especially the shop girls, who dream about such clothes. The masculine patrons will like this excellent opportunity of seeing how well girls look when they have little, or much on. As for the clothes, the little and much, my kingdom for such a wardrobe!





Special Price
Easy Terms
and
Northern Electric
Service - - -

NOWHERE else will the manager of the smaller theatre find such entire satisfaction in sound picture equipment for his theatre. The new NORTHERN ELECTRIC apparatus is in every way equal to the systems now in use by 300 of the larger city houses.

\$4,700 is the cost. Payable on the easy payment plan. This figure includes NORTHERN ELECTRIC SERVICE .. thorough acoustical survey ... complete installation by experienced staff ... complete set of spare parts ... full insurance on equipment ... publicity helps, cuts and lobby plaque.

The charge for the regular inspection service is only \$15.00 a week. Inspection is carried on by our trained engineers. They are available to you at any time of the day or night without additional charge. Their motto is "The Show must go on."

Come in line and give your patrons the best in sound picture entertainment. It means money for you.

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MONTREAL



Northern
SOUND



Electric
SYSTEM

Western Electric in U.S.A.

United Artists Outline Schedule

When Winter comes, the ice is freezing skating rinks instead of theatres, what will the "special" films be? United Artists indicates.

Mary Pickford is working on "Kiki," in which Reginald Denny will be her leading man and Sam Taylor her director. Norma Talmadge has finished "Du Barry: Woman of Passion" and it is now being released, William Farnum staging his return to the screen in the role of the King. Gloria Swanson, with "What A Widow!" now shown, is preparing another serious film to top both it and "The Trespasser." Dolores Del Rio, presently recuperating from a severe illness, will blaze forth in a role more suited to her than anything she has attempted when she plays the Latin lass of "The Dove," Walter Huston being the man in the case. Evelyn Laye, lovely English star brought to Hollywood by Samuel Goldwyn, has already completed "Lilli," with John Boles and Leon Errol in the cast. Jeanette MacDonald and Joe E. Brown are to be seen in Arthur Hammerstein's "The Lottery Bride," with Rudolf Friml's music. The picture is completed.

Mr. Chaplin has finished "City Lights" and is synchronizing it. Douglas Fairbanks is rehearsing "Reaching For The Moon," with Bebe Daniels opposite him and Edmund Goulding directing this Irving Berlin production, written by William Anthony McGuire. Ronald Colman is following "Raffles" with a Frederick Lonsdale original story, Loretta Young opposite the star. Eddie Cantor's "Whoopee" is the first Ziegfeld-Goldwyn film, and it's now being shown. Al Jolson begins "Sons O' Guns" in Hollywood in December. Chester Morris has finished his "Alibi" successor under Roland West's direction, "The Bat Whispers." DeSylva, Brown and Henderson are casting about for players for their first United Artists Picture.

Fox Movietone News in Germany

With the inauguration in Berlin of FOX TONENDE WOCHENSCHAU, the German edition of Fox Movietone News, two important developments in the film industry were signalized, according to Clayton P. Sheehan, foreign manager of Fox Film Corporation, at whose suggestion the German reel was started and who laid all the groundwork for the actual newsreel organizers, who went from the United States under the command of Truman H. Talley, General Manager of Fox Movietone operations throughout the world. One was the indication that a practical accord has been reached between the German and American interests after a long period during which this field was closed to American producers. The second was the establishment of still another Fox Movietone News foreign branch. Fox now covers the major news centres of the world with a news film-gathering organization unparalleled in the history of motion pictures, silent or sound.

When 60 theatres in Germany flashed on the screen the first issue of Movietone's German edition, the German film industry received a visible assurance that from that day forward the German public would be supplied with a sound newsreel which would conform to the high American standards of production, and at the same time would be prepared to serve Germany with news of Central Europe and the rest of the world without the delay which has been unavoidable in the case of newsreels distributed entirely from the United States.

Toronto Press Lauds "Balaclava"

TORONTO film critics have been most enthusiastic in their praise of the Gaumont British Gainsboro production, "Balaclava," which played the Royal Alexandra the week of October 6th.

In this story of the immortal Charge of the Light Brigade, Benita Hume plays the leading feminine role of the English girl on the Russian farm, while Cyril McLaglen takes the part of the hero, John Kennedy.

Excerpt from the Toronto Globe, is as follows:

"It is in the massive outdoor scenes, the camera work, the clever use of silhouettes, and especially the vivid portrayal of the glorious stand of the 'thin red line' and the wild ride 'into the jaws of death' that 'Balaclava' takes its place in the front rank of screen spectacles."

The Mail and Empire states:

"'Balaclava' will live in the memory of those who see it, as being the most outstanding historical drama yet produced on the screen."

The Toronto Star Weekly states:

"In direction, 'Balaclava' is superb and it is beautifully recorded with telling effect in the introduction of musical accompaniment. No red-blooded Canadian, who thrills to the glory of the British race, should miss seeing 'Balaclava.' It is an achievement for British pictures."

Another periodical states: "These historical British creations, done with the help of the British War Department, are quite beyond Hollywood's reach."

This outstanding Gaumont British production is released through Tiffany Productions of Canada, Ltd.

Adolphe Menjou Stars In Four Languages

To be playing a German language photoplay in Hollywood while productions by him in three other languages were simultaneously playing in some twenty countries was the unique recent experience of Adolphe Menjou, Metro-Goldwyn-Mayer featured player.

The German picture was "Seeing Hollywood," tentative title. In downtown Los Angeles Menjou was the star attraction in a Spanish language picture, "Amor Audaz." In New York City a Menjou French language picture, "The Enigmatic Mr. Parks," was playing at the 55th Street Theatre. In Paris, Belgium, Switzerland and all the French colonies, a Menjou French language picture, "Mon Grosse de Pere," is now current.

Power Amplifier Concern Acquires Canadian License

Canadian General Electric Company Limited, composed of General Electric, Westinghouse and Northern Electric Companies, the last named being Western Electric of Canada, has licensed the Radio Receptor Company to build and sell power amplifiers in Canada. The license, which had been under consideration for two years, was issued in the latter part of July, making the Radio Receptor Company the first American power amplifier concern given permission to manufacture and merchandise amplifiers in Canada.

Queen Square Theatre, St. John, Burned

The Queen Square Theatre, Saint John, N. B., was completely demolished by fire October 7th. The loss is estimated to be between \$50,000 and \$60,000, which is only partly insured.

The blaze was discovered about 2 a.m., Oct. 7, and the building burned steadily for several hours. Quite a few houses nearby were badly damaged by the flames.

Bring Prosperity

To Your Theatre by Showing

Fox Features

and

Fox Movietone News

Real Box Office Stimulators.

Ask Your Exhibitor Friend Who Has a
Contract for Them. We're Not Afraid
of the Answer.

Stars - - Directors - - Stories - - Production
Facilities--and Production Brains are the
Ingredients That Go Into

Fox Features and Movietone News

And Make Them Stand Out So Prominently.

This Is No Idle Boast--We Welcome Comparison.

Fox Film Corporation

HARLEY L. CLARKE, President.

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

H.M. Trade Commissioner

Reports on British Films

The following report has been received from H. M. Trade Commissioner, Mr. A. M. Wiseman, of Toronto, covering various items of interest in connection with British Films.

Since the compilation of this report, an arrangement has been made between Regal Films and British International, which will present the latter company's product for distribution throughout Canada.—(EDITOR)

Deputation to the Board of Trade.—Considerable interest has been aroused in trade circles by a recent deputation to the Board of Trade of representatives of the industry, including both the producing and exhibiting sides. In a memorandum submitted by the Film Manufacturers' Group of the Federation of British Industries, the following passages occurred which will indicate the object of the deputation:—

"A serious difficulty, and one which if continued will defeat the Act, has been the introduction by some foreign renters of a policy which certainly does not comply with the spirit of the Act. At the present time it is possible for renters to meet their quota requirements by purchasing or contracting for the making of films of a quality unsuitable for general exhibition purposes in this country.

"Incidentally, another difficulty has arisen from the ability of the renters to purchase silent British films, as the Act does not discriminate between silent and talking films. These silent films, apart from their lack of quality, are more and more becoming obsolete, and but for their use to certain renters for quota purposes they would no longer be offered to exhibitors."

The Act in question is that which set up a film quota in the United Kingdom and the deputation proposed that no British picture should be registered for quota unless a minimum sum of £150 per hundred feet had been expended on its production, excluding the cost of copyright of the story and music.

At a recent conference of exhibitors at Blackpool a resolution was unanimously passed, representing the wishes of 4,000 exhibitors, endorsing the efforts being made as above to prohibit cheap quota films.

Exhibitors' Conference.—At the above-mentioned conference other matters of interest to the trade were discussed. One point stressed by a producer (Mr. John Maxwell, the head of British International Pictures, Limited) who addressed the conference, was that it had become clear, with the advent of the talking picture, that the British film had some inherent quality not possessed by pictures from other parts of the world. It does, in fact, appear probable that the appeal of the talking picture is more limited as between different nationalities than was the case with the old silent film. In other words, talking films have a quality which limits the range of their appeal in countries other than that in which the film was produced. This is a factor which is likely to assist British film production in the long run.

The general tone of the speeches makes it clear that the exhibitors are satisfied with the standard of recent British films, excluding, of course, those made by foreign firms for quota purposes as mentioned above. It was also acknowledged that English firms were taking a leading part in the production of multi-lingual films.

State of Production.—There are signs that the scale of British film production is on the up grade and a number of schemes are announced for increased studio accommodation. At Shepherd's Bush, for example, the Gaumont Film Company are about to extend their studios, and it is anticipated that by the autumn they will have double the area available for film production com-

pared with that used at the beginning of this year. This company is proposing to make a film called "The Great Game," which, so far as is known, will be the first attempt to use Association football as a background for a film production. It will be remembered that the Gainsborough Studios at Islington suffered from fire earlier in the year, but one complete floor is now re-equipped and being utilized, whilst the renovation and rebuilding of the other sections of the studios are well in hand. At Elstree, British International Pictures are believed to be about to build further studios, whilst progress is being made with new studios at Ealing. There is also a proposal to employ the old Palace of Engineering at Wembley as a studio, though work on it has not yet commenced. It is estimated that if all the plans at present proposed are carried out, there will be sufficient studio accommodation in the United Kingdom early next year for the simultaneous production of thirty pictures.

New British Films.—The trade show of a new Empire film, produced under the auspices of the Empire Marketing Board, entitled "One Family," has just taken place. This is a full talking picture, described as a patriotic drama, which essays to show the vastness and greatness of the British Empire.

Other new pictures are: "The 'W' Plan," a spy story; "Suspense," a war play; "The Last Hour," a spy melodrama, and "Young Woodley," taken from a recent stage play.

General state of business.

The general situation in the producing side of the industry continues to improve. Most of those producing companies which were rushed into being with inexperienced personnel at the time of the passing of the Quota Act have either gone out of business or been merged into stronger concerns. As a result the weaker firms have now been eliminated and production is in the hands of companies which have proved their capacity for producing films of satisfactory quality.

One old-established concern, Stoll Picture Productions, Limited, which stopped production when talking films were introduced, has now equipped one large sound studio and will, according to announcements, proceed with the equipment of other studios. As the company has studios covering six acres, their renewed activity will be an asset to the British industry. The sound-recording apparatus installed is of British manufacture made under license from the Marconi Wireless Telegraph Company.

Production at Elstree.

Among British producing firms, British International Pictures, Limited, take a leading place. It is announced that this company has just concluded an agreement with Madan Theatres, Limited, of Calcutta, under which the distribution of most of the firm's output of talking films is assured for India, Burma and Ceylon. Efforts have been made for some time to persuade Mr. George Bernard Shaw to permit his plays to be filmed, and it is now announced that British International Pictures, Limited, have secured the first film contract signed by this author,

(Continued on page 10)

Down through the ages it will
be the most courageous deed
in history --- in filmdom it will
be remembered as one of the
screen's greatest pictures

"BALACLAVA"

**A Gaumont-British
Production**

Depicting the immortal

Charge of the Light Brigade

You owe it to your theatre - to your community—
to yourself—to play this picture

Watch for These

ALF'S BUTTON
THE GREAT GAME
SYMPHONY IN TWO FLATS
BRACELETS
BED AND BREAKFAST
THREAD O' SCARLET
JUST FOR A SONG
DOWN RIVER
A WARM CORNER
A NIGHT IN MONTMARTRE

What Toronto Papers Said

last week while being played at the
Royal Alexandra Theatre, Toronto:

"Fully justified the glowing announcements . . . spell-bound the audience when the magnificent 'six hundred' charge into the jaws of death."

—THE GLOBE.

"For sheer speed and action 'BalACLAVA' has had no peers . . . leaves one breathless and tingling . . . triumph for British pictures."

—TORONTO STAR.

"Rarely ever been equalled."

—MAIL AND EMPIRE.

"Poignantly vivid . . . Cyril McLaglen and the lovely Benita Hume play their parts with a most exquisite acceptability."

—TELEGRAM.

"Numbered among the greatest of the screen's spectacles."

—STAR WEEKLY.

Released through

Tiffany Productions of Canada, Ltd.

with offices at

St. John

Montreal

Toronto

Winnipeg

Vancouver

American Troops Attend Opening of British Picture

"GENTLEMEN:

Kindly allow me to take this opportunity to extend my sincere gratifications for the reception accorded me this evening by this splendid battalion of soldiers representing the American people. I am happy at this moment to convey to you the thanks of the delegation of the Fidacs and the British International Pictures. I hope that the time will soon come when I shall have the pleasure to reciprocate to you, Captain Marcheselli, and the men of the 212th C. A. (A.A.)."

THOSE were the words of thanks offered by Sir Harry Armstrong, British Consul General in New York, to the American representation who acted as Guard of Honor and Reception Committee to Sir Harry, Lady Churchill, Sir Ian Hamilton, Sir and Lady Wilkins, and the delegation of Fidacs, attending the opening of "Young Woodley," at the George M. Cohan Theatre. "Young Woodley" is the first of a series of British talking pictures that will play to New York audiences. The policy of British International Pictures Inc., will be a new picture each week.

THE BRITISH delegation and Fidacs inspected the troops in front of the theatre. Sir Harry Armstrong then made the speech of the evening. After the review, the troops then marched into the theatre to see the first British International Picture to be shown on Broadway.

THE NAVY POSTS are to be the guests of the theatre when the showing of the great sea story "Atlantic" will take the place of "Young Woodley."

Gretta Gould Canadian Actress Added to Cast of Dark Star

CANADA is represented in one of America's latest talking picture productions with the addition to the cast of "Dark Star" of Gretta Gould.

Miss Gould has been cast to play the school superintendent's wife in the new Metro-Goldwyn-Mayer play, based on Lorna Moon's famous novel in which Marie Dressler and Wallace Beery are featured. She plays opposite Frank McGlynn, famous in Drinkwater's "Abraham Lincoln" on the stage.

MISS GOULD was for many years in the Winnipeg Permanent Players organization, has toured Canada many times and in America has appeared on the stage with Ethel Barrymore and George Beban. She is former vice president of the National Council of Women of Canada, and in private life Mrs. Charles L. Welsh, wife of a prominent business man of Stratford, Canada.

The new picture, which George Hill is directing, is a vivid drama of the fisheries. Dorothy Jordan, Marjorie Rambeau, Frank McGlynn, Donald Dillaway, De Witt Jennings, Russell Hopton and others of note are in the cast.

Manager A. P. Drohan of the Capitol Theatre, Chatham, Ontario, has the children coming to the theatre again as a result of exploitation directed toward the juveniles. Drohan booked the talking serial, "Tarzan the Tiger," to be shown every Saturday morning and afternoon. For the first episode, he advertised that each child bringing a broken toy would be admitted free. To boost the special matinee idea, Drohan distributed 2,500 blotters at the schools, the blotters costing only \$9.50.

As a further link in the exploitation, Drohan turned over the hundreds of broken toys to the firemen to be repaired by them and held for distribution among the poor at Christmas time. The school children are again numbered among regular patrons on Saturdays.

British Film Reports

(Continued from page 8)

and that production will shortly commence on a film based on his play, "How He Lied to Her Husband." As the Elstree studios are close to London, it is expected that Mr. Shaw will assist with his advice during production.

During the present year 20 films, including multi-lingual pictures, have been completed at the Elstree studios of British International Pictures, which is thought to be a record so far as the United Kingdom is concerned. Five more films are going into production immediately.

Censorship.

The Home Secretary recently received a Deputation from the Parliamentary Film Committee regarding the working of the censorship in the United Kingdom. It was pointed out that the regulations affecting the censorship were controlled by an Act of 1909, and it was suggested that as the industry has greatly developed since then it might be advisable to hold an inquiry into present censorship methods, for which purpose the appointment of a Select Committee was suggested. In reply it was stated that very little complaint as to the working of the censorship had been received, and the Deputation were asked to submit their reasons for suggesting a Select against a Departmental Committee. The censoring of films at home is carried out by the trade, and though the system appears somewhat unusual, it has in fact worked well.

New British Films.

Among recent British films shown to the trade perhaps the most noteworthy has been the British International picture, "Murder," which is generally admitted to introduce a new technique in talking film production. It is so easy to translate a stage play as it stands into a talking film that the development of a technique in the new medium has been delayed. This new picture demonstrates how it is possible to escape from the limitation of the stage and theatrical dialogue. Other pictures shown to the trade include "Symphony in Two Flats," a drama based on a recent stage success; "Two Worlds" (produced in three languages); "Cross Roads," a domestic drama; "Too Many Crooks," a light comedy; "The Yellow Mask," a musical crook story; "Kiss Me, Sergeant," a humorous film of the same type as "Alf's Button," and "The 'W' Plan," a war story.

A simple stunt that obtained much publicity was used by Manager O. Borland of the Metropolitan Theatre, Regina, Sask., for "Rain or Shine" when he sent out a man wearing a slicker, half of which was painted white. The words of the title were arranged so that "Rain" appeared on the black side and "Shine" on the white half. The man wore a rubber boot for the "Rain" and a white trouser leg for the "Shine." The name of the theatre was painted around the edge of the coat.

Manager Walter F. Davis of the Capitol Theatre, Winnipeg, had an appropriate tie-up with local miniature golf courses for "Follow Thru" when he placed special hazards on the links consisting of signs bearing the name of the feature. In the word "Follow" there were holes for the letter "o" through which players had to shoot the ball. Incidentally, no prizes were offered.

For the inauguration of stage shows at the Capitol Theatre, Montreal, October 11, the augmented orchestra presented a one-hour concert over Radio Station CKAC when Maurice Fallette, conductor of the stage band and master of ceremonies, was formally introduced to the Canadian public.

“RAFFLES”

WHO has not heard of “Raffles,” gentleman crook, as introduced to the reading public by E. W. Hornung.

Ronald Coleman may not be complimented, when we say he makes an ideal gentleman-crook, but nevertheless, he has never played a part which suited his appearance and ability better, than the one which the United Artists have furnished for him in “Raffles.”

The story has swift moving action, and suspense, with the love interest revolving around a feminine accomplice, in the person of Kay Francis.

Lady Melrose gives a houseparty. “Raffles” intends to use the occasion to secure my lady’s necklace, aided by the beautiful and charming guest of Lady Melrose, none other than “Raffles” lady love. But the unexpected happens, for some “ordinary crooks” get the necklace, precipitating complications, which do not end with the recovery of the necklace by “Raffles,” through a bit of strategy; but uncover this gentleman thief to Scotland Yard.

Harry D’Arrast directed his story with but one central idea, to make suspense and dramatic values contain entertainment properties. He succeeded by the aid of the star’s personality and ability, added to which there is a real plot and a selected cast.

“Raffles,” is another of the series of successful features which United Artists have presented this season. It hit the fancy of Loew patronage just right, and gave this theatre another boost along the path of becoming the big house for big pictures.

RAY LEWIS

Editor, Canadian Moving Picture Digest

Reduced Prices and New Policy

The Imperial Theatre, Montreal, Que., has eliminated its vaudeville. This has made possible a reduction in the prices. The theatre has also started on a new policy.

Theatregoers often miss seeing some of the most popular pictures at their first showing. The Imperial will have second runs of these pictures, alternating them with first run pictures, which will be chosen for their merit, and not for the names of well-known actors and actresses who play in them. Some of the pictures which are contemplated are British productions.

J. P. Pitner Transferred New Westminster

The Columbia Theatre, New Westminster, B.C., has a new manager, who is very well-known in the theatre circles. This gentleman's name is J. P. Pitner, who was formerly manager of the Capitol Theatre, Rossland, B.C.

The policy of the Columbia will remain the same. But special attention will be given to attracting a greater number of patrons from Fraser Valley. As several of the Fraser Valley theatres have closed down since the Talkie advent.

New Manager Assumes Duties

Mr. D. G. Borland arrived in Rossland, B.C., to assume the duties as Manager of the Capitol Theatre in that city. Prior to the war Mr. Borland was at Rossland with the Royal Bank of Canada.

Mr. Borland is taking over the managership which was left open when Mr. J. P. Pitner was transferred to the Columbia Theatre, New Westminster, B.C.

Plan New Theatres

Private investors are considering building a new theatre at Cobourg, Ont., which at the present time has only one theatre and it is not equipped with sound and talking equipment. The theatre contemplated will cost \$100,000. Local merchants would greatly desire a theatre here, to stop the playgoers from going to the Famous Players' Port Hope house.

Vaudeville Once Again

Vaudeville will once again be seen at the Loew's and Capitol Theatres, Montreal, Que. After a three-week deadlock a settlement has been reached between Famous Players Canadian Corporation and the Musicians' Protective Association.

The conditions of the settlement are that the musicians at Loew's will have a year's contract, uncancellable. The Capitol musicians will operate under a four week cancellation clause.

Keeps Show Going

J. T. Kirkham, operator at the Empress Theatre, Calgary, Alta., while fighting the flames in the projection room, caused by two films, which had already been shown, bursting into flames, kept the show going. The audience was unconscious of the fact that fire was raging in the projection room.

Mr. Kirkham turned in the fire alarm, and then worked with the fire extinguisher while keeping the film showing. By the time the fire department arrived Mr. Kirkham had the fire pretty well out.

Wins Merit Plaque

The Palace Theatre, Chatham, Ont., has been judged worthy of the Award of Merit Plaque, as one of the ten best theatres in Canada for sound reproduction. After investigation by engineers and officials the Herald-World magazine awarded this merit. The house was found to be very well adapted to the talkies.

FOR SALE

Pacnet Disc Equipment in perfect working order, now in operation at the National Theatre, Toronto. An ideal Equipment for a small house. Can be seen and heard any time at the National Theatre. Write above Theatre or phone Gerrard 1305.

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Show Business



(Special to Digest from Ottawa)

One of the finest exploitation campaigns for Canadian Prosperity Week was put over in Ottawa, the Capitol, by Manager Ray Tubman of the Regent and Imperial Theatres and Manager Joe Franklin of B. F. Keith's Theatre in co-operation with the Canadian Government, the Ottawa Journal and 28 local manufacturing and retail firms. A feature was the special eight-page section of The Journal which contained messages from Hon. R. B. Bennett, Prime Minister; Hon. H. H. Stevens, Minister of Trade and Commerce; Sir George Perley, acting Government leader; Mayor F. H. Plant; Secretary H. K. Carruthers of the Ottawa Board of Trade and others. Advertisements of the 28 leading firms appeared in the issue, as well as the prosperity announcements of the three theatres. The latter and various stores also displayed banners and signs for the occasion.

Chief Justice Rose of the Supreme Court reserved judgment in the appeal of F. A. Baldassari and other representatives of the Hamilton Operators Union from the decision of Magistrate Burbridge of the Hamilton Police Court in finding them guilty of picketing the Lyric Theatre, Hamilton, because of its alleged non-union policy. Chief Justice Rose announced that he would hand down a written judgment because of the importance of the case. H. A. F. Boyde was the counsel for the appellants and W. F. Schwenger represented Ross T. Stewart, owner of the Lyric Theatre.

The Capitol Theatre, Montreal, introduced its "Greater Show Idea," featuring stage presentations and orchestra, on October 11 with a fanfare of publicity and much patronage, the screen attraction being "Love in the Rough." The opening stage production, called "Hello Montreal," was arranged by Jack Arthur of Toronto, supervisor of stage shows for Famous Players Canadian Corp. The new policy was delayed one month by the strike of Montreal musicians.

All of the leading theatres of Montreal observed one minute of silence at evening performances on the day of the National funeral service in St. Paul's Cathedral, London, for the victims of the R-101 disaster. Many of the victims were known in Montreal because of their presence on the occasion of the visit of the R-100 in the Canadian metropolis in August.

The 21st theatre of the United Amusement Corp., Montreal, is being erected on St. Denis Street, Montreal. The company is taking no chances on the theatrical trend of the future as the new house will have a complete stage. It will seat 1,800.

An interesting development has occurred in connection with the decision of the Board of Moving Picture Censors to ban "The Green Goddess" for British Columbia. It was condemned on the ground that the George Arliss film vehicle was anti-British. The suggestion was made that the censor at London, England, be called regarding his views. The message in reply concerning the decision of the British Columbia board contained the word: "Ridiculous."

Manager Ray Tubman of the Imperial Theatre, Ottawa, was host to a whole regiment on October 3 when the Ottawa Cameron Highlanders with kilts, pipers and a' that paraded through the downtown district to the theatre for a performance of "Splinters," the British feature depicting an English concert party in the war zone.

The presentation of a trophy by Manager Clarence Markell of the Capitol Theatre, Cornwall, for the ladies' championship at the Interscholastic track and field championships at Cornwall gave him double-headed publicity in two cities—first when the cup was donated in Cornwall and again when the trophy was formally presented to the young ladies of Lisgar College, Ottawa, after winning it.

Theatres in New York State adjacent to the International border are making a bid for juvenile patronage from the Province of Quebec because children are barred from all moving picture theatres by the Provincial Government. The Ideal Theatre at Chateaugay and the Grand Theatre at Malone, N.Y., are using advertising space in newspapers in towns on the Quebec side of the boundary, the Ideal drawing particular attention to the 10c admission fee for children.

Canadian interest is being shown in "Alf's Button," new version, which completed a two weeks' run at the Montreal Roxy on October 10, "Splinters," "Balaclava," "Song of Soho" and others. Not so long ago "High Treason" was being looked upon as a novelty as it was the first of the British talkies to reach Canada.

Northern Electric Company, Limited, representing Western Electric in Canada, has announced the opening of seven spare parts depots in Canada, these being located at Halifax, Montreal, Toronto, Winnipeg, Regina, Calgary and Vancouver.

A startling stunt was staged by Manager J. R. Minninnick of the Grand Theatre, London, Ont., for "All Quiet on the Western Front" when he burned brilliant red flares on the roof of the theatre while above floated a captive balloon bearing an appropriate reference. The illumination was seen for miles.

Driven to cover by fall winds, the miniature golf course owners in various cities of the Dominion are renting suitable stores for the establishment of indoor runt links. In some instances, defunct stock brokers' offices are being procured for the purpose and patrons are now keeping their eye on the ball in place of watching the ticker. The indoor courses are not proving much more popular than the so-called bucket shops during the dog days of the stock market.

Worthy of mention is the success of the financial drive of the Royal Humane Society despite current stringency. The campaign, which was directed by Manager Joe Franklin of Keith's Theatre, Ottawa, collected \$13,000 in one day.

Round About the Studios

Metro-Goldwyn-Mayer has signed Stepin Fetchit for an important part in "The Southerner," an original story which will serve as a starring vehicle for Lawrence Tibbett as soon as the famous baritone actor completes work with Grace Moore in "New Moon."

Stepin Fetchit established himself as an adroit colored comedian by his characterization in "Hearts in Dixie," since then has been in great demand for comedy roles.

The entire program of Pathe features for 1929 and the current year have been sold for Rumanian distribution to Victor Telescou, of Bucharest. Among the pictures included in the deal are "Holiday," "Her Man" and "Swing High" of Pathe's 1930 hit program. Mr. Telescou sailed this week for Roumania to start the exploitation of the product.

Columbia's tense drama of dance hall life, which will serve as the first starring vehicle for Barbara Stanwyck under her new contract, had added to its cast this week, Sally Blane and Monroe Owsley. Lionel Barrymore is directing with Ricardo Cortez in the leading male role.

Sally Blane made her screen debut in the famous "Collegians" series. Among her recent vehicles are "Tanned Legs," "The Very Idea," "Vagabond Lover" and "Little Accident."

The title, "Fast and Loose," has been chosen for the Paramount picture tentatively called "The Best People," from the Broadway stage success of that name by Avery Hopwood. In the cast are Carol Lombard, Frank Morgan, Miriam Hopkins and Charles Starrett.

Gwen Lee has been borrowed from M-G-M to appear in "Extravagance," a Tiffany picture starring June Collyer.

Irvin Cobb, noted author, humorist and sportsman gives some angling philosophy to Grantland Rice in the Pathe Sportlight "Cobb Goes Fishing," produced by the Van Beuren Corporation.



A new portrait of Conrad Nagel, popular Metro-Goldwyn-Mayer player.



Lovely Joan Marsh, who is a new addition to the Metro-Goldwyn-Mayer Studio. She will next be seen in "The War Nurse."

Casting is under way on the Big 4 all-talking Western "Red Fork Range," which is to star Wally Wales, with Ruth Mix, famous daughter of Tom Mix, in the feminine lead.

Bud Osborne, Lafe McKee and George Gerwin, who have just completed roles in "Breed of the West" for this producing company, have been retained for this film on which shooting will begin shortly.

The latest addition to the cast of "Resurrection," with John Boles and Lupe Velez, which has just been booked into the Roxy Theatre in New York, is William Keighley, who plays the role of Major Schoenbach. Nance O'Neill, who plays the Princess Marya, was announced last week by Edwin Carewe, who will put the Tolstoy masterpiece into production at Universal City this week.

One of the most distinguished casts for a feature production has been set for Tiffany's forthcoming special "Aloha" which is well under way. This special is being produced and directed by Al Rogell. The cast includes Raquel Torres, Ben Lyon, Robert Edeson, Thelma Todd, Robert Ellis, T. Roy Barnes, Alan Hale, Donald Reed, Otis Harlan and Al St. John.

When she completes work in "Inspiration" Greta Garbo will be given the role of Mata Hari, the daring German spy who became the toast of Paris during the World War, and about whom several stories and books have been written.

Benjamin Glazer is now preparing the continuity and dialogue of "Mata Hari," and it is probable that the film will be placed in production as soon as "Inspiration" is completed.

Clarence Brown, who directed Miss Garbo's two great talking picture triumphs, "Anna Christie" and "Romance," is now directing "Inspiration."

Going to sea in a 150-foot schooner, with a full staff, camera and sound men and ship's crew, but without a single actor, is John Ford's method of commencing his story of wartime submarines, "The Seas Beneath," for Fox Movietone.

The schooner will be at sea three weeks during the making of the picture.

Warner Bros. will shortly release "River's End," based upon James Oliver Curwood's most popular novel of the Great Northwest, and rated among the finest romance ever written about the Royal Northwest Mounted Police. Charles Bickford is the mountie who gets his man and the other man's woman.

Gingerbread Castle, the modern Fairy Palace, conceived and built by Joseph Urban, noted creator of famous stage and screen productions at Hamburg, New Jersey, has been filmed by Nicholas Cavaliere for Pathe Audio Review. Mother Goose melodies are synchronized by the Audio Review Orchestra. The tunes include: "Jack and Jill," "Sing a Song of Sixpence," "Twinkle, Twinkle, Little Star," "Dickory-Dickory Dock," "Little Jack Horner," "Jack Be Nimble," and "Hey Diddle Diddle," in a special arrangement by De Filippi.

At the Fox studios Zasu Pitts has been engaged for a part in "This Modern World," directed by Chandler Sprague.

Peter Gawthorne has been signed for "The Man Who Came Back," in which Janet Gaynor and Charles Farrell will be co-starred under the direction of Raoul Walsh.

Clara Blandick will appear in "Once A Sinner," directed by Guthrie McClintic.

"The Secret Six," an original adventure story set against a background of modern life in a big city, will bring together several of the persons responsible for "The Big House," now in its fourth month at the Astor Theatre.



ANN HARDING, following her success in "Holiday" is now making "The Greater Love," which will be followed by "Rebound"—all for Pathé.

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